

ABSTRACT

RESEARCH PAPER: Connecting a Community through Sport: The relationship between the United States Olympic Committee and the City of Colorado Springs

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This study provides a comprehensive report of the past and current relationship between a sport organization – the United States Olympic Committee (USOC) – and its headquarters – Colorado Springs. The evidence of both historical and content analyses suggests that a mutually beneficial relationship exists between the USOC and Colorado Springs. It also provided evidence that the USOC does not contribute as much to the relationship as does the City of Colorado Springs. Therefore, the results suggest that the community relations efforts of the USOC, particularly the coverage of these activities by the Colorado Springs media, are areas which can be strengthened by the USOC communications department.